

## INTISARI

Peningkatan jumlah sivitas akademika Universitas Gadjah Mada (UGM) berdampak terhadap tingginya pergerakan transportasi di lingkungan kampus. Apabila tidak diimbangi dengan penyediaan sarana dan prasarana transportasi yang baik dengan konsep berkelanjutan akan mengakibatkan permasalahan seperti kemacetan, kebutuhan parkir tinggi, dan polusi. UGM telah menyediakan layanan bus Trans Gadjah Mada sebagai transportasi internal kampus ramah lingkungan untuk mendukung mobilitas dan aksesibilitas sivitas akademika. Oleh karena itu, perlu dilakukan penelitian untuk mengetahui seperti apa kondisi kinerja bus Trans Gadjah Mada pada rute 1A dan 1B.

Pengumpulan data kinerja pelayanan didapatkan dari kuesioner kepada responden sejumlah 215 orang, observasi lapangan, dan wawancara dengan pihak terkait. Analisis kinerja pelayanan dilakukan dengan menggunakan *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), dan analisis deskriptif kualitatif. Pengumpulan data kinerja operasional dilakukan dengan *on bus survey* menghitung waktu kedatangan dan keberangkatan bus, serta jumlah naik turun penumpang.

Diperoleh nilai CSI sebesar 78,28% yang berarti sebagian besar penumpang merasa puas terhadap kinerja pelayanan. Berdasarkan IPA dan hasil observasi sebagian besar atribut pelayanan kerjanya sudah sangat baik dan harus dipertahankan. Penilaian kinerja operasional termasuk dalam kategori sedang dengan nilai *load factor* rerata pada bus rute 1A sebesar 37,82% dan bus rute 1B sebesar 41,42% yang tergolong belum optimum. Nilai *headway* pada rute 1A sebesar 59,53 menit dan rute 1B sebesar 59,43 menit tergolong cukup besar sehingga perlu dilakukan penambahan jumlah armada bus. Dari sisi prasarana dapat dilakukan perbaikan fasilitas pada *bus stop*, trotoar, dan penambahan fasilitas pendukung agar dapat menarik lebih banyak penumpang.

**Kata Kunci:** bus kampus, *bus stop*, *headway*, IPA, CSI

## **ABSTRACT**

The increase in the number of Gadjah Mada University (UGM) academics has an impact on the high movement of transportation within the campus environment. If it is not balanced with the provision of good transportation facilities and infrastructure with a sustainable concept, it will cause problems such as congestion, high parking needs, and pollution. UGM has provided the Trans Gadjah Mada bus service as an environmentally friendly internal campus transportation to support the mobility and accessibility of academics. Therefore, it is necessary to conduct research to find out what the performance conditions of the Trans Gadjah Mada buses are like on routes 1A and 1B.

Service performance data collection was obtained from questionnaires to a number of 215 respondents, field observations, and interviews with related parties. Service performance analysis was carried out using the Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), and qualitative descriptive analysis. Operational performance data collection is carried out by on bus survey calculating the arrival and departure times of buses, as well as the number of boarding and alighting passengers.

The CSI value was 78.28%, which means that most of the passengers were satisfied with the service performance. Based on IPA and the results of observations, most of the service attributes have been very good and must be maintained. The operational performance assessment is included in the moderate category with an average load factor value on bus route 1A of 37.82% and bus route 1B of 41.42% which is classified as not optimal. The headway value on route 1A is 59.53 minutes and route 1B is 59.43 minutes which is quite large so it is necessary to increase the number of bus fleets. In terms of infrastructure, improvements can be made to facilities at bus stops, sidewalks, and additional supporting facilities in order to attract more passengers.

**Keywords:** campus bus, bus stop, headway, IPA, CSI